



How Much Paint to Order.

Add the length of both sides of the building to the width of both ends, then multiply by the height. This gives the number of square feet in the building.

A gallon of Hammar Paint mixed with a gallon of oil makes two gallons of paint—each of which will cover 300 square feet on good surface—two coats.

Therefore, divide the number of square feet in your building by 300—the result will be the number of gallons required for two-coat work. Three-coat work will require one-half more paint.

EXAMPLE-

Back 20)
Side 40)
Side 40)
Average height, 30	
300)3,600	_

12 gallons, or

6 gallons of Hammar Paint and 6 gallons of Pure Linseed Oil, costing not over \$14.40.

We advise the employment of practical painters wherever possible, as a good workman will do better work, with less material, than a novice.



Not thick enough to inake the mixing difficult (as any boy can mix it), but so thick that the consumer must add a gallon of Pure Linseed Oil to each gallon of Hammar Paint.



This method gives the consumer

Two Great Advantages.

First. Having mixed a gallon of Pure Linseed Oil with a gallon of Hammar Paiut the consumer knows, positively, that the paint to be applied to his building is made from pure Linseed Oil, hence must be Durable and Preservative.

Second. The consumer saves 25 per cent of his paint bill.

A Gallon of HAMMAR PAINT mixed with a gallon of PURE LIN-SEED OIL makes 2 gallons of the VERY BEST PAINT IN THE WORLD for \$2.40 or \$1.20 per gallon.....









All paint or lead is used for Two purposes:

To Beautify and To Preserve

and that paint pigment that Beautifies most and Preserves longest, at the least comparative cost, is the most desirable paint to use.

Hammar Paint

is the combination of the Best Paint Pigments that 25 years of practical paint making has demonstrated to be

The Very Best Paint for All House Painting Purposes.

It has most attractive shades, unequaled Body, is guaranteed Durable and Preservative for 5 years, and when mixed ready for use costs the consumer only

\$1.20 per gallon.

There is no better paint made at any cost.

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The DURABILITY and PRESERVA-TIVE QUALITY of ALL paints or lead comes from the use of PURE LINSEED OIL only....

Do not make the usual error. Lead, Zinc, Colors, etc., give body and shades to paint, but they do not make paint durable. That quality comes only by mixing the paint pigments with

PURE LINSEED OIL.

It therefore follows that when a paint pigment (made without the use of acids), having good "opacity," is mixed with Pure Linseed Oil, the result is invariably Beautiful, Durable and Preservative paint.

As Pure Linseed Oil is an absolute necessity in making good paint, it is only a common sense principle to buy it fresh and pure from the dealer's barrel rather than buy mysterious liquids sealed up in a can.

And as Linseed Oil costs only the ordinary Linseed Oil price, while Ready Mixed Paint liquids cost at the rate of \$1.50 per gallon, it is both economical and sensible to buy the pure Linseed Oil from your dealer with which to make your paint.

For that reason

HAMMAR PAINTS are ground THICK very THICK.

In figuring the comparative cost of White Lead, add the cost of painter's time in mixing, the additional cost of tinting colors, etc.; then add 50 per cent to the gross amount, as Hammar Paint will last at least 50 per cent longer than S. P. White Lead.

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Further: Hammar Paints are warranted NON-POISONOUS.

GUARANTEE.

After being reduced according to instructions with Pure Raw Linseed Oil only and applied according to directions, on threecoat-work, every gallon of Hammar Paint is guaranteed not to Crack, Peel, Blister or Chip for

FIVE YEARS.

It is guaranteed equal to the very best results of any Ready Mixed Paint on the market or of White Lead.

It is guaranteed to cover more surface, pound for pound, than S. P. White Lead.

F. Hammar Paint Co.

We ask the favor of your order with the distinct understanding that we are to refund, in cash, the entire cost of material used, if, after practical test, Hammar Paints are not the best, the cheapest and the most satisfactory paint you ever used.

F. Hammar Paint Co.



Gailon of PURE LINSEED OIL mixed with a gailon of

makes 2 gallons of the VERY BEST PAINT in the WORLD for \$2.40 or...

Sarts 25 per

of your paint bill. IS FAR MORE DURABLE than Pure WHITE LEAD and is ABSOLUTELY NOT POISONOUS. HAMMAR PAINT is made of the BEST of PAINT MATERIALS—such as all good painters use and is ground THICK, VERY THICK. No trouble to mix, any boy can do it. It is the COMMON SENSE of HOUSE PAINT. NO BETTER paint can be made at ANY cost, and is

Quaranteed Sysars

NOT to CRACK, BLISTER, PEBL OF CHIP.

F HAMMAR PAINT CO., St. Louis, Mo.

Estab. 1872

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